

Partnerships That Work

Dallas Region

May/June 2001

Volume II, Issue 3

A True Partnership!

Forming successful partnerships is what CDSS is all about. It can be done by anyone within the Job Corps family – whether you're an Outreach & Admissions Counselor, a Transitional Coordinator, a Career Advisor, or even the Regional Director! Doing it right is important because long-lasting and successful partnerships with the business and employer community, as well as organizations that will support our students during and after their training, are the backbone of CDSS.

Following is a letter illustrating a partnership that promises to flourish and one that has the potential for far-reaching effects. This partnership has all the ingredients of success: a liaison with the business community, positive media exposure to reach the community, employers and possible Job Corps recruits, and a partnership with an organization whose foundation is to train and create jobs for their city.

We need more win-win situations like this. Read this letter, take some lessons from it, and let us hear from you about your successful CDSS partnerships. But more importantly, if you need CDSS assistance give us a call. Molly Ramirez, Jack Jones, and Arla de Hoyos are here to help with technical assistance, training, needs assessment, and to answer your questions.

(Enrique Nino is an OA Counselor with Texas Educational Foundation.)

February 1, 2001

Enrique Nino, Job Corps
10125 Emnora
Houston, Texas 77080

Dear Mr. Nino:

I am writing this letter to express my appreciation for your assistance at the Gulf Coast Careers Center – Spring Branch operated by Houston Works USA. Your efforts have been productive and resulted in increasing the nearby Hispanic community's awareness of the employment and training services offered by our organization.

Your efforts resulted in the airing of two stories on Channel 45 on November 17th and most recently on January 28th. I appreciate you and Channel 45's Ms. Beatrice Alvarado including us as part of your efforts to market the Job Corps program. As you are aware, a number of customers contacted and visited the Spring Branch center after viewing these news stories.

In December you invited me to join you to present an overview of Houston Works USA to Houston City Council Member Gabriel Vasquez. This was my first meeting with Mr. Vasquez and allowed me an opportunity to introduce our plan to serve youth in this area.

Mr. Nino, I want to personally thank you for your efforts in assisting Amie Mata. I enjoyed meeting her at the Houston Works

The CDSS Newsletter is taking a new direction!

The featured articles and new columns you find in the May/June issue are aimed at helping you maneuver the Career Development Services System. We want to share success stories with you, give strategy and proven formulas for developing successful community and business partnerships, and even share some things that haven't worked so well.

Send your questions about materials, strategy and research to Arla de Hoyos and she'll answer in the "Ask Arla" column. In "Letters to the Editor" you'll be sure to hear an earful from CDSS Coordinators Molly Ramirez and Jack Jones. Allan Kaufman, marketing strategist and "futurist," will write a feature article in every issue where he will share his thoughts on the ever-changing economy and business community.

Keep your questions and calls coming in!

USA Board of Directors' meeting in December. I know your assistance and her "success story" presentation was instrumental in placing her at Atec. I understand she is currently in training and is enjoying her new position.

Thank you for your assistance and support of Houston Works USA. If there are any partnership efforts that you believe we can benefit from, please do not hesitate to contact me.

Sincerely,
Ron M. Rodriguez
Deputy Director of Operations ■

Allan Kaufman... Will There Be Jobs In A Tougher Business Climate?



Let's not let the headlines scare us.

Yes, more companies are using layoffs to cut costs. Yes, the rate of new job creation has fallen. Yes, there are increases in requests for unemployment insurance. That's the bad news.

The good news is the layoff numbers are exaggerated and many of those being let go are in overseas facilities. Some of those

numbers represent people not being replaced when they retire or leave and some represent planned-for hires that won't take place. Many are middle managers. Most of the layoffs are in big businesses, while the bulk of job creation is made by small to medium-size firms. The people in demand at larger companies are those with particular technical skills (still in short supply) and those who can fill entry-level positions.

Entry-level candidates with particular

technical skills – and, I should add, the proper job-holding skills – have the best shot at getting hired. That's good news for us, because that's the kind of candidate Job Corps is capable of turning out.

Our problems arise when graduates leave us too soon. When their job-holding skills are still undeveloped, when they still haven't learned particular technical skills. We need to remind ourselves and them, how

Continued on Page 2



Job Corps

Will There Be Jobs In A Tougher Business Climate? - Continued from Page 1

much easier it is to get fired than hired. We need to bend over backwards to make sure they are ready for the job when the job is ready for them.

The tougher business climate makes it important for us and for each of our students to be brutally realistic. Employers want to give our young people a break, but their patience is thinner now than in good times. Money is tight, profits are down, and it is harder to make allowances, harder to accept excuses, however genuine, for not getting it right the first time – or failing to

ask questions when one had the chance.

It's a waste to send a candidate for a job before he or she is ready to succeed at it. All the effort, money, preparation, all the "Dutch uncle" talks and the sharing of knowledge and experience – are wasted if the candidate shows up for a job a few months too soon.

Employers judge us by how well we keep our promises. By how well our people do the work. By the quality of the candidates we offer. By the attitudes and behavior of those candidates when interviewed and after they are hired. If one of those hires turns

sour, an employer will think twice about giving us another chance.

We need to know that each person we send an employer is ready to do a good job. Once an unprepared graduate is out in the job market it is too late to help him – even with a Career Advisor trying to smooth the way.

We work hard to help our students find success in life, we work hard to recruit employers – let's make certain that when student and employer finally get together the alliance works for both of them. ■

Center Tidbits...

April has been a busy month for the staff and students of our Job Corps Centers. A brief sampling of events includes:

Tulsa Job Corps

- On April 12, 2001, Tulsa Job Corps Center hosted its Quarterly Community Relations Council Luncheon, with over 80 people in attendance.

- On April 18, 2001, Tulsa Job Corps' Student Government Association participated in Legislative Day, which was held at the State Capitol in Oklahoma City, OK. The students took pictures with the State Representative, Lt. Governors, Governor, and Congressman.

Guthrie Job Corps

- On May 1, 2001, Guthrie Job Corps hosted its seventh blood drive in five years with the Oklahoma Blood Institute (OBI). Health Occupational trainees assisted with the OBI staff during the blood drive. OBI site supervisor, Elisabeth Smith, was so impressed with the GJCC trainees she offered two of them jobs "on the spot." OBI obtained over 100 usable pints of blood from 145 trainees and staff within four hours.

- Guthrie Job Corps started National

Youth Service Day festivities with a Center-wide cook out. After lunch, approximately 125 trainees and 20 staff hit the streets of Guthrie in an effort to clean the community. Several hours and fifteen miles later, trainees and staff stuffed over 100 bags of trash.

Shreveport Job Corps

- Shreveport Job Corps Center celebrated National Women's Month on March 29, 2001, with a banquet for all female student employees and all female staff. Special guests included Mrs. Juanita Brown (mother of Charlotte McGowan), Mrs. Lola May, and the wives of the male staff. The male student employees and male staff served the women their meals. Sharon Plants, Academics instructor, served as Mistress of Ceremonies for the banquet. Toni Wright performed an inspirational tribute to women in praise dance. Professor Sonya Hester of Southern University Shreveport delivered a very motivational speech based on the chosen theme, "The Joy of Being A Woman."

- The Spring Semester marked the beginning of a partnership between Southern University Shreveport and the Shreveport Job Corps Center. Through this partnership, four students completed an internship where

they received hands-on experience as a counselor in the counseling department of the Shreveport Job Corps Center. The participating students included Donald Dotson, Joseph Johnson, Alice Smith, and Donna Matthews. Mrs. Norma L. Whitaker is Director of the Substance Abuse Counseling Program at Southern University Shreveport. Mrs. Charlotte McGowan is the Center Director of Shreveport Job Corps Center. The internship allowed the students to enhance their skills in the intake process, individual counseling, and group counseling.

Roswell Job Corps

- The Roswell Job Corps Center and the Boys & Girls Club of Roswell teamed up for the 13th annual Youth Service Day, April 20th and 21st. The National Youth Service Day provides the youth in Roswell with a unique opportunity to "give something back" to the community of Roswell by using their training to benefit others. National Youth Service Day is a great way for Roswell Job Corps and the Boys & Girls Club to partner and build leadership skills through community service. ■

Jobs News



Industry Council Meets

Molly Ramirez, Regional Career Development Services Coordinator for Region VI, was guest speaker at the David L. Carrasco Job Corps Center's Industry Council meeting on April 26, 2001. Ramirez spoke about the role of the Industry Council and the impact it has on the Center's Vocational Training courses and the new Career Development Services System. Ramirez referred to the 1998 Workforce Investment Act, which required Job Corps Centers to form an Industry Council. According to Raul A. Cardena, the Center's Business/Community Liaison, "The purpose

of the Industry Council is to have the members visit the Center and evaluate the Vocational Training courses and make recommendations in order to ensure that the courses are up to date with technology and equipment, so that students are fully trained and prepared to enter the world of work." He added that Council members also serve as mentors to the students, provide Work-Based Learning sites, donate equipment, and hire Job Corps graduates.

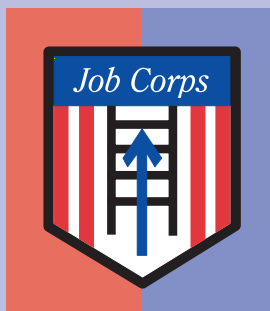
Ramirez stressed in her address that the partnership between the Center and its Industry Council is mutually beneficial for

both and said, "The Industry Council benefits from the Center because as employers, you are getting highly-trained individuals, and the Center benefits from the input of the Council."

Gus Rodriguez, Industry Council chair and president of Basil Glass, Inc., stated, "I'm glad to be a part of this council because as an employer of Job Corps graduates, it is important for me to know that they are receiving the type of training I need for my business, and that they, the students, are being trained in the latest technology." ■



Business/Community Liaison Raul A. Cardena (left) visited with Molly Ramirez and Gus Rodriguez following the Industry Council meeting.



Lonnie Hall (left) Center Director for Gary JCC presents National Job Corps Director, Richard Trigg (right) with the official pen used to sign the MOA between Job Corps and Citicorp.

LettersToTheEditor...

I am having difficulty finding jobs for graduates in "hard trades." I work very closely with One-Stops and employers seldom list construction-type jobs.

? from a Career Advisor

Don't use conventional means to locate jobs in the "hard trades," i.e. bricklaying, masonry, carpentry, etc.. You need to drive to construction sites and talk to the foreman and sell the Job Corps program and Career Advisor bonus for your graduate. Also, find out who the business agent is for the trade and talk with them. If they buy into it, their foreman will too. A **business agent** is the official title of the union overseer who runs the jobs in the area. Talk to your National

Training Contractors on center for help in identifying the business agent.

I have a problem keying in up-grades for graduates that were originally placed by another contractor before CDSS.

? from a Transition Coordinator

You can e-mail the help desk the upgrade information. Be sure to include all the pertinent information.

The graduates need transportation to get to their jobs. They usually have to be on a job for six months minimum before they can get a loan for a car. I have talked with several used car dealers and the only way

around the six months is cash. Money Talks. This is a Catch-22; any advice?

? from a Career Advisor

This is a tough one. Talk with companies that need workers. We are still in an employee driven market. Some companies are providing van/bus service to employees that don't have their own transportation. Don't forget about public transportation. It is still the most cost efficient way of getting around. Look for jobs that can be accommodated by public transportation. In addition to employers providing direct transportation, they also pick up employees from some central locations. Finally, encourage car pooling and be prepared to pay your share. ■



Dallas Region

4002 Broadway
San Antonio, TX 78209
210-804-0125
www.DallasRegionCDSS.org



PLACE
POSTAGE
HERE

RegionalCalendar...

JUNE 2001

A two day conference involving each center's Business & Community Liaison, Center Directors and Regional Project Managers has been set for June 26-27 at the Anatole Hotel in Dallas.

The first day's discussion will concen-

trate on the responsibilities of the BCL, center support needed for the success of this position, the development and maintenance of a successful center Industry Council and Community Relations Council, and the technical assistance and resources available to a

center regarding these functions.

The second day will be utilized for a National and Regional update for the Center Directors and the Regional Project Managers. ■

AskArla...

Dear Arla,

I have been trying to track down a CDSS poster based on the national model of CDSS I've seen posted on center. No one seems to know where I can get a copy, do you?

- G.M., New Mexico

Dear G.M.,

I can certainly understand your frustration, as I've had problems locating this wonderful poster. My sources have told me that "regionally" we have acquired a small supply, which I'm at liberty to distribute. With such a small supply on hand, I will have to limit extra copies of the poster to three or four per center. Those of you interested, please contact me and I'll gladly forward the CDSS National Model Poster along.

Dear Arla,

I was hoping you could help; I remember sometime in the past we were able to order promotional globes with the Job Corps logo

on them. I thought we had ordered them through Cutting Edge Communications, but it appears they don't have these promo items; do you know where I could find them?

- M.T., Texas

Dear M.T.,

I've seen these promo globes before and they can be ordered through a company called "Bridgewater." You should be able to track down a catalog from them and if you can't, I will forward any further information along. This company has the Job Corps logo on file and it really facilitates ordering promo items, as you won't have to provide any logo information.

Dear Arla,

I'm interested in providing information about my center for the next newsletter. Where do I send all my center news?

- D.H., Louisiana

Dear D.H.,

I'm always glad to hear from each and every one of you!! You can send your center news/information to me, at the address below. You are welcome to submit general questions to "Ask Arla," policy review/questions to "Letters To The Editor," center news for our "Center Tidbits," and Allan Kaufman also welcomes any insight or feedback you may have in reference to his articles. Please address all inquiries to:

Arla de Hoyos
4002 Broadway
San Antonio, Texas 78209
(210) 804-0136 Fax
cecrla@dcci.com

I look forward to hearing from you all!! ■

Visit us on the web at www.DallasRegionCDSS.org